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bodywrappInc.

6 may - 13 june 1998
opening reception: may 6, 6-8pm
gallery hours: tuesday-saturday 11-6pm

STOREFRONT

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bodywrappInc.

the production

Capitalist society is a machinery geared for production - physical and symbolic. Conquering the last remaining bits of planet Earth at this very moment - commercialism and consumerism is our state of mind as well as our condition of life. Let's buy the strawberry colored shrimp snacks. Let's eat it. Let's wear it! The image flow of disposable wrapping materials can be seen as symptoms of the shallowness of postmodern imagery and worldwide consumer-frenzy but at the same time as a unique and strangely beautiful expression of human inventiveness with the potential to tell a tale. Look at these wrappings with the eyes of an aesthete and be amazed by the weirdness of it all. In all its pointlessness it's so distinctive for the human species to even conceive concepts like ShackWell's Devil Food Cookie Cakes, Flavored Chewing Tobacco Deluxe, and Society Tea. Is this the meaning of life?

the occasion

Christmas seems to come round earlier and earlier every year, so be prepared. Send now for our 20-page guide to creating fabulous occasion cakes which we're offering for only \$1. Step by step we'll help you create the perfect Christmas cake or give you tips on those classic touches that turn the ordinary into a masterpiece. And for some great ideas on how to fire your children's imagination or delight them with that extra special cake, you need look no further.
Source: The Scotblot Cake Covering Sleeve of the Thankful Cool Tortilla Jacket.

the beauty

The same everyday consumer products the Japanese housewife hides in the darkness of the closet is the cult substance of an exotic table decoration at a Danish Easter dinner replacing religious icons and fluffy yellow chickens. Transformed from rubbish to fetish by a look from the other end of the world Aunt Jemima's pancake mix and the 100% fat free syrup with the rich buttery taste is brought back to Denmark by the tourist as exquisite souvenirs of the American mentality. Beauty lies in the eyes of the beholder.

the offer

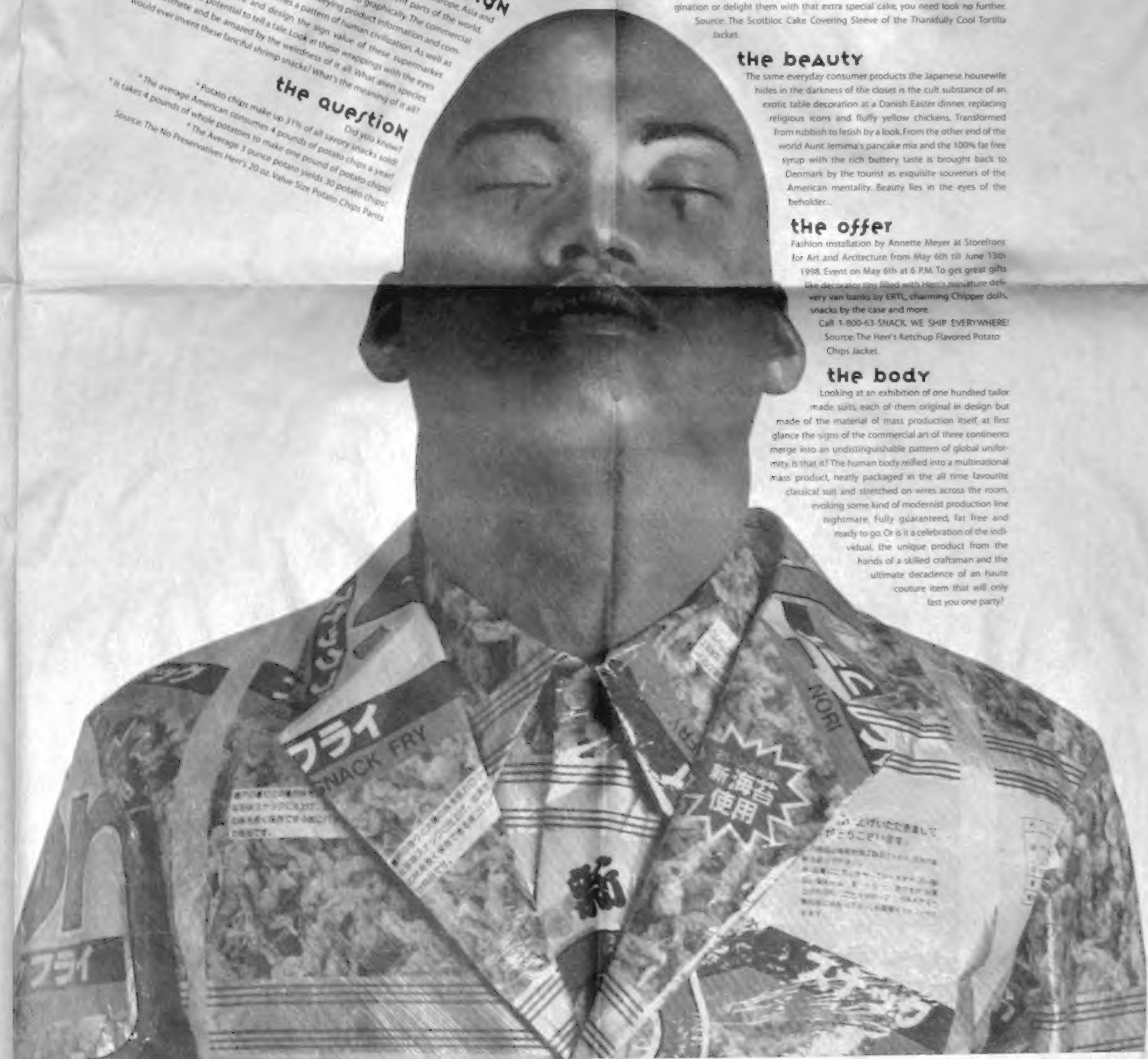
Fashion installation by Annette Meyer at Storefront for Art and Architecture from May 6th till June 13th 1998. Event on May 6th at 6 P.M. To get great gifts like decorations and gifts with Hers' miniature delivery van banks by ERTL, charming Chipper dolls, snacks by the case and more.
Call 1-800-63 SNACK. WE SHIP EVERYWHERE!
Source: The Her's Ketchup Flavored Potato Chips Jacket.

the body

Looking at an exhibition of one hundred tailor made suits, each of them original in design but made of the material of mass production itself: at first glance the signs of the commercial art of three continents merge into an undistinguishable pattern of global uniformity: is that it? The human body rolled into a multinational mass product, neatly packaged in the all time favourite classical suit and stretched on wires across the room, evoking some kind of modernist production line nightmare. Fully guaranteed, fat free and ready to go. Or is it a celebration of the individual, the unique product from the hands of a skilled craftsman and the ultimate decadence of an haute couture item that will only last you one party?

the sign
The disposable packaging originates from three different continents: Europe, Asia and The United States of America. By using materials from different parts of the world, cultural differences and similarities can be illustrated graphically. The commercial packaging design, normally a means of conveying product information and commercial advertising slogans, becomes a pattern of human civilization. As well as products has the potential to tell a tale. Look at these wrappings with the eyes of an aesthete and be amazed by the weirdness of it all. What alien species would ever invent these fanciful shrimp snacks? What's the meaning of it all?

the question
Did you know?
* The average American consumes 4 pounds of potato chips a year!
* It takes 4 pounds of whole potatoes to make one pound of potato chips!
* The average 3 ounce potato yields 30 potato chips!
Source: The No Preservatives Her's 20 oz. Value Size Potato Chips Pants



the experience

Danish fashion designer Annette Meyer on the BODYWRAPPINC project. It's the history and aesthetic quality of a material normally not included among the canon of high culture that attracts to me. Everybody knows the qualities of silk, but polystyrene, printed plastic wrapping has a potential of its own for creating a distinctive atmosphere and sensual effect. BODYWRAPPINC is based on a paradox: by the similarities between consumption packaging and fashion clothing, both products are meant to communicate the subject/object it wraps and in both cases the cultural identity and nationality of the content is evident from the surface lay out. I'm attracted to the idea of a system of visual languages which is able to express the distinctive character of different cultures and nationalities like the spoken language. The contemporary language of commercial everyday design is a valuable source of meaning in itself not unlike the icons of history usually studied with great interest. I want to provoke reflection by guiding an ambiguity between the familiar and the alien. On the one hand the conservative cut of the business suit is most familiar in tailoring on the other the disposable plastic material is a totally alien feature in this context. Out of context the wrapping materials takes on a different meaning and expression. It's not art, it's not clothing. The way I see it, it's a mix. A kind of architecture and language wrapped around the body.

Architectural compositions: Architect Brigitte Louise Hansen
Design: Industrial Designer Hynke Von Vlier
Photography: Doris Krogh
Text: Camilla Høst
A special Thanks to Jesper Padkjær

the event

May 6th 1998 fifty models walk the streets of New York each wearing an original suit made out of mass produced disposable packaging. From different starting points around the city they stroll along their individual paths. Towards the common meeting place at Gallery Storefront. When observed in the city each model seems to be an exotic and exceptional creature dressed in shiny colorful bags of Ketchup Flavored Potato Chips, Gopal Flavored Cheering Tobacco or Creme Sandwich Cookies. Only the walking model knows that forty nine other models are simultaneously performing similar, but different, movable fashion shows wearing identical, but different, business suits. Arriving at Gallery Storefront around 6 PM, the models will take off the suits and place them on hangers on the wires across the gallery space. Ready to be sold as fashion or contemplated as art by the visitors. The measuring process will be accompanied by a performance of the composer/DJ Toru Yamanaka and the kind shopkeeping assistance of Annette Meyer herself. There is a full figure wall measurement system in the Japanese, European and American units of measurement for use by the guests.

the exhibition

The fashion installation BODYWRAPPINC by Annette Meyer will be exhibited at Gallery Storefront for Art and Architecture in New York City from May 6th till June 13th 1998. Within the gallery space one hundred business suits, made out of disposable plastic packaging will be floated on wires stretched between the ceiling and the pink floor. The clothing has a highly tactile and visual quality and by moving and touching the material sound is created. Sound which merges with the minimal supermarket collage music composed by DJ Toru Yamanaka from Kyoto, Japan. The disposable packaging used for the suits originates from three continents: Europe, Asia and the United States. The reets of shiny new plastic materials are collected by Annette Meyer on supermarket visits around the world, and examples of product layouts from India, Japan, Denmark, England and The US can be found in this unique spring collection. The original suits in the BODYWRAPPINC collection come in three sizes for women and three sizes for men, and is on sale for \$100 for a complete three-piece suit. No two designs are the same. The suits can be bought only at Storefront for Art and Architecture and will be delivered on June 13th. The plastic material of the suit is lined on the inside with pink edgings for women and baby blue for gentlemen. Durability is limited but prolonged if kept away from fire, sharp objects and children.

the artist

Annette Meyer (1960) is head of the Fashion Department at The College of Danish Design in Kolding, Denmark and was educated as a fashion designer at The Royal College of Art in Antwerp, Belgium, and at The Art Academy in Utrecht, The Netherlands.

Between 1992 and 1996 Ms. Meyer functioned as a costume designer for the Danish performance group Huset Pro Forma creating costumes for eight larger productions including "Operation Orfeo", The Royal Theatre, The Adelaide Festival, The Opera House in Sydney, "Monkey Business Class" in co-operation with Japanese performance group Dumb Type and Diller & Scofidio, U.S.A., "The Enigma of the Late Afternoon" in co-operation with Dumb Type, performed at Glyptoteket in Copenhagen, Ms.

Meyer's exhibition activity between 1994 and 1997 includes: The "Body Emballage" show at the Art and Craft Museum in Copenhagen. The group exhibition "6 Tableaux" at Filsofjgangen, Museum for Art and Design in Odense, Denmark. The "India/Antwerp" photography show at Tula in Trer Germany. The "India/Antwerp" photography show at Gallery NB in Viborg, Denmark. Grants received in relation to the BODYWRAPPINC project: 1997 Danish Contemporary Art Foundation, 1997 Statens Kunstfond / National Art Foundation, 1997/98 Danmark Nationalbankens Jubilæumsfond / The Danish Nationalbanks Jubilee Foundation, 1998 Royal Danish Consulate General.